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Automotive News

Detroit, October 20, 1980

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56th year—$35 per year, $1.00 per copy

GM's 1984 'S' car

Jim Piegue

Mechanical mule undergoing tests

This test mule, a Volkswagen Polo with a Chevrolet Chevette-type front end, is believed to be an early mechanical prototype for the General Motors "S" world car, a front-drive mini-subcompact the company will begin building in the U. S. in the '84 model year. Chevy and Buick reportedly will develop three-cylinder engines for the car.

71-day supply highest ever for that date

Oct. 1 new-car stock heavy

By Richard A. Wright
Assistant Managing Editor

It has not been the best clean-up season for the domestic auto industry. In fact, the domestic new-car inventory on Oct. 1 was the highest—in terms of days supply—since AUTOMOTIVE NEWS began recording these figures in the '50s.

The industry opened October with a 71-day supply of cars, up slightly from 70 days a year earlier, which had formerly been the Oct. 1 high mark.

A measure of the sagging sales this year is the fact that the Oct. 1 stockpile totaled 1,373,383, down 21.60 percent from 1,751,694 a year earlier.

The Oct. 1 total was up slightly from 1,336,595 on Sept. 1, which represented a 69-day supply.

• The Big Three makers all built up their stockpiles during September, while American Motors and Volkswagen of America trimmed theirs.

General Motors boosted its unit count slightly during the month, but its days-supply figure held steady at 60 days. There were no Skyhawks or Starfires to be had any more, but other inventories were ample. In a reversal of the pattern of just a few months ago, GM standard lines tended to be leaner than small cars.

Ford Motor Co. had a 95-day supply of new cars Oct. 1, up from 81 days a month earlier. Ford's unit count included 25,000 Escort/Lynx models, which were not yet available for sale.

Chrysler Corp. had a 93-day supply, up slightly from 91 days a month earlier. Virtually all Chrysler lines were in adequate or heavy supplies.

AMC had a 74-day supply Oct. 1, down from 91 days a month earlier. VWoA's stock of U. S.-built Rabbits was also down to 44 days, compared with 45 days on Sept. 1.

The Oct. 1 domestic new-car inventory was divided this way: GM, 55.66 percent; Ford Motor Co., 25.78 percent; Chrysler Corp., 13.89 percent; AMC, 2.93 percent, and VWoA, 1.74 percent.

A month earlier, the new-car inventory was divided as follows: GM, 56.68 percent; Ford Motor Co., 22.76 percent; Chrysler Corp., 13.66 percent; AMC, 3.09 percent, and VWoA, 2.03 percent.

• By size class, all segments remained at virtually the same level compared with a month earlier.

The industry had a 65-day supply of subcompacts, off slightly from 66 days a month earlier, and a 78-day supply of compacts, up from 70 days a month earlier.

Intermediates were in 73-day supply, compared with 72½ days a month earlier. Standards were in 66-day supply, compared with 65 days, while luxury units were unchanged at 58 days.

The Oct. 1 inventory was divided this way among the size classes: Subcompact, 21.95; compact, 28.94; intermediate, 31.50; standard, 12.75, and luxury, 4.86 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 23.01 percent; compact, 27.83 percent; intermediate, 30.79 percent; standard, 13.60 percent, and luxury, 4.77 percent.

• The Oct. 1 days-supply figures by market class were:

Subcompact—Pinto, 43; Rabbit, 44; Monza, 47; Bobcat, 54½; Sunbird, 57; Chevette, 67; Spirit, 85; Horizon, 91, and Omni, 97.

Compact—Omega, 52½; Volare, 57; Skylark, 57; Concord, 61; Citation, 61½; Aspen, 67; Firebird, 68; Phoenix, 69½; Camaro, 71; Capri, 84; Mustang,

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GM plant task force prepares for FWD push

DETROIT. — General Motors Assembly Division has set up a 50-member task force that is planning the new assembly plants which will be built during the next five years as the company converts virtually its entire product line to front-wheel drive.

This new-plant task force, working in suburban Troy, is the largest ever for the auto maker; but, then, its expansions and building projects have never been greater. GM is spending $40 billion worldwide in the 1980-85 period for the change-over to predominantly front-drive, fuel-efficient autos.

Three auto plants are already in the works.

A $500 million GMAD plant in Orion Township, outside Pontiac, will replace assembly operations at the Pontiac home plant and its companion Fisher Body plant in the '83 model year.

Also coming onstream for the '83 model year will be a new $500 million plant in Wentzville, Mo., which will replace the 60-year-old St. Louis plant.

And Detroit has obtained a $60 million federal loan guarantee, helping to firm plans for a $750 million replacement Cadillac facility on the old Dodge Main site in Hamtramck and Detroit. That plant is scheduled to be complete for the '84 model year.

• Meanwhile, GMAD is investigating sites for another plant in the Flint area. It is expected to replace the two Buick home plants and the companion Fisher Body plant.

GM confirmed published reports that it is looking at a site in Vienna Township, Mich., along with other sites "in the Flint area" for a new plant to be completed in time for the 1984 model year.

But Vienna Township is "in the Flint area" only by a wide stretch of the imagination—bet-

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breaking news

Datsun car prices up $339; trucks, $800

CARSON, Calif. — Nissan USA has raised Datsun car prices an average of $339, or 4.8 percent, for 1981. Truck prices climbed an average of $800, or 12.7 percent, because of the recent hike in U. S. Customs duty from 4 to 25 percent. The Datsun 210 standard two-door sedan went up $150 to $4,299, and the 210 Deluxe four-door sedan is $5,389, up $250. The 280-ZX two-seat GL sports coupe is $13,138, up $450.

Toyota readies new sports car

TOKYO.—Toyota Motor Co. is preparing its first new sports car in more than 10 years—a fuel-injected two-seater that is expected to compete mainly against the Datsun 280-ZX. The car will get a modified version of the 2.8-liter DOHC inline six that is used in Celica Supra and Cressida, developing about 160 HP. The new Toyota sportster is designated Type 359B, but sources say it may be called Soala when it arrives in the U. S. late next year. It is also rumored the two-seater may serve as the base for a completely revised Celica range that is due in '82.

See BREAKING NEWS, Page 55, Col. 1

GM to recall workers, hold line on prices until end of year

By Robert W. Irvin
Editor-at-Large

General Motors President E. M. Estes said he hopes the number of GM workers on indefinite layoff can be reduced another 10,000 by early next year and that an additional 30,000 can be recalled by next spring.

GM now has about 110,000 workers on open-ended layoff, down from a peak of 140,000 last summer.

"We should be under 100,000 in January or Febraury," Estes said.

And another 30,000 recalled in the spring?

"Oh, yes," he said. "We're looking for a good year in 1981 and will have a strong spring."

GM has already restored the second shift at several car and truck assembly plants where production was cut during the slump earlier this year.

And GM is planning to recall more workers early next year because it expects its new front-drive subcompact J-car to spark a spring sales surge.

Estes said in an interview last week that he is happy with the new-model sales startup but that it will take another two weeks to learn what kind of 1981-model sales year the industry can expect.

"The last two 10-day periods look strong but it's hard to tell because of different announcement dates," he said. "We need to see October sales in total before knowing how good it is.

"The annual sales rate is starting to come up and is now probably over nine million from 6.2 million at the bottom in May."

The industry's executives are forecasting a 10 million new-car year for the 1981 models, up from 9 million in 1980 but below 1979's 10.8 million.

Estes was also asked what impact he thought the recent price increases were having on 1981-model sales.

"I don't know—I can't tell," he said. "Each time we have an increase, there's some concern. We have tried to minimize the concern with quarterly increases. But this time there was the cost of the emission equipment required for 1981 plus the quarterly increase."

The current prices will apparently remain unchanged, no increase, until the first of the year.

"I don't see any reason why we'd change our normal pattern which is quarterly increases," he said. "We're not announcing this, but I see no reason to change. This is the way we have to meet the guidelines."

He referred to the Administration's wage-price guidelines which allow yearly price increases of 7.3 percent on cars.

In the just-completed 1980 model year period, that's what the increases totaled.

GM and Ford Motor have posted two increases on 1981 models because of these guidelines. The first increase actually was applied against the 1980 model year, bringing the total up to that 7.3 percent level, while the second increase two weeks ago was applied to the 1981 model year.

"The most disturbing thing recently was when interest rates inched back up again," he said. "To some people that was reminiscent of last spring when the prime rate hit 20 percent.

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NEWSPAPER

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Estes reviews automotive scene

GM to recall workers, hold prices till yearend

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"But we are assured by economists and bankers that the trend is still down and this is a little hiccup in the recovery.

"The problem with interest rates is not as much the amount as the trend. When it looks like they are going up, that is a bad sign; when they are going down, that's a good sign."

He suggested that because of interest charges some dealers were running short of cars. "That is hurting sales," he said. "Stocks are getting relatively thin out there on some models.

"We probably have 50-60 days in total, but in dealers' hands it is probably considerably less than that."

• He believes the upcoming congressional elections stand to have more impact on the auto industry than the Presidential balloting.

Asked what affect the race for President would have on the auto industry, he said, "I don't think it will have much impact. Both candidates seem to be talking about the same sort of incentives for investment which is important."

But isn't Republican Presidential nominee Ronald Reagan more sympathetic to the industry?

"Oh yes, he is," Estes said. "But it's kind of hard to read the President because his attitude the last two months is considerably different from his attitude four months ago.

"If you look at what he said about foreign cars — almost to the extent of selling import cars —you will find he now talks 180 degrees differently."

And the reason?

"November fourth," he said, referring to election day.

"I think how the congressional election comes out is maybe even more important than the Presidential" to the auto industry, he said.

The auto makers hope the new Congress will be more sympathetic to the industry's problems.

Estes didn't find much of anything new in the recently completed International Trade Commission (ITC) hearings in Washington on the Japanese imports, called at the request of Ford Motor Co. and the UAW. Ford and the UAW want restrictions or quotas to stem the tide of Japanese cars while the importers argued that such action would drive up all car prices.

"There was nothing that came out that was really surprising," said Estes. "We all knew what the positions of the various companies were."

• GM was just an observer. It doesn't want controls.

But Estes did challenge some assertions by the imports that the domestic industry's problems were caused by neglecting the small-car market.

"That's not true," he said. "Some other things they mentioned were factors, like the burden of government regulation and low-priced fuel. Our basic problem has been low-priced gas over the last 20 years or so.

"After all, we build the cars the customers want. We build 1.5 million cars yearly in Europe and none of them are big cars. And in this country until January, 1979, we had trouble selling small cars and building enough big cars. The imports were having trouble then unloading their stocks."

He called it "self serving" for importers to claim they were right all along with small cars for the American market.

He also labeled "ridiculous" claims by importers at the hearing that restrictions on imports would drive up prices by $800.

He said he didn't have any predictions on how the case will turn out. He noted that any recommendation by the ITC to the President isn't binding.

But he suggested that if the ITC did suggest some sort of quota system that then the Japanese might be ready to negotiate some sort of Orderly Marketing Agreement (OMA) to voluntarily restrict their imports.

"If the ITC comes out in favor of the Ford/UAW position, I would expect that would put a little more pressure on the Japanese to negotiate, and I think the President probably feels the same way," Estes said.

"If the recommendation of the ITC is that some sort of restriction be put on, that would be the kind of pressure that Japan is now getting in Europe, and undoubtedly some sort of arrangement would come from that."

Estes ventured the opinion that despite all the talk about Toyota plants in America, he doesn't look for any other Japanese car plants beyond the one announced by Honda, to be built in Ohio.

"Beyond possibly that plant of Honda, I would guess there will be no further production of Japanese-based cars in the U. S.," he said.

Why?

"They're doing too well exactly the way they are doing it now, exporting their production from Japan, to gamble that they might have problems in the U. S.," Estes replied.

He did admit a Nissan plant to build Datsun trucks "could develop" but said he was surprised by the possibility of a Toyota-Ford joint auto assembly plant operation in America.

"I don't know what's going on there but the possibility of a Toyota-Ford arrangement is a surprise to me," he said.

• He also expressed what seemed like bitterness about the recent purchase by Renault of nearly a half interest in American Motors.

"Renault was highly opposed to our building an assembly plant in France and helped keep us out," he said. "And yet, they can walk right in here and buy half of AMC without a ripple.

"I guess that's the good old U. S. free-trade working one way again.

"It has to be a little disconcerting. We are going to do our job but you have to be a little concerned when a 100 percent (French) government - owned company like Renault moves into the U. S. and buys a dealer organization, if you want to call it that."

And Chrysler?

"I think they're going to make it," he said.

As an independent company?

"I guess that depends on what happens to the rest of the domestic industry," he said. "Based on the current situation they've got a good chance. They've done a good job with their products and that's the first thing you've got to do. Next you have to build a dealer organization back up."

Sure, he admitted, "the trend is to mergers around the world." But, he added, that GM has no merger partner.

"We don't have plans to get involved in anything like that in the future beyond what we are doing with Isuzu," he said, referring to the Japanese firm in which GM has about a one-third interest.

As for the sales prospects for the domestic industry, he said a lot will depend on how the public responds to the new Chrysler K-car and the Ford Escort model. "They've both done a good job," he said.

"What we need is a total industry out there selling cars," he said. "Those cars are going to help Chrysler and Ford but they're going to help us, too. We need people out there looking at competitive products as well as ours."

It's a birthday card!

Thomas B. Adams, chairman of Campbell-Ewald Co., Warren, Mich., advertising agency for Chevrolet since 1922, celebrated his 35th anniversary with the company recently. He was surprised with this imposing card — a 1946 Chevrolet (the first post-War Chevrolet) inscribed with the signatures of his co-workers.

71-day supply of U.S. new-cars highest for Oct. 1

Continued from Page 1

89; Eagle, 93; Zephyr, 95, and Fairmont, 118.

Intermediate—Cutlass, 44; Supreme, 48; Regal, 57; Century, 59½; Grand Prix, 67; Monte Carlo, 71; LeMans, 77; Malibu, 79½; Thunderbird, 83; Cougar XR-7, 87; Granada, 100; LeBaron, 106; Diplomat, 122; Cordoba, 142; Mirada, 150, and Cougar/Monarch, 156.

Standard—Olds 88, 46; Olds 98, 50; LeSabre, 50; Electra, 55; Pontiac, 60; Chrysler, 68; St. Regis, 69½; Mercury, 75; Chevrolet, 76, Gran Fury, 77, and Ford 111.

Luxury—Toronado, 43; Cadillac, 46; Riviera, 48; Eldorado, 49; Corvette, 57; Seville, 78½; Lincoln, 91, and Mark VI, 91.

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Oct. 1, 1980	Sept. 1, 1980	Oct. 1, 1979
Spirit	85	91	83½
Concord	61	85	62
Eagle	93	106	38
AMERICAN MTRS.	74	91	74½
Horizon	91	72	225
Volare	57	87	42
Gran Fury	77	33	—
Plymouth	78	76	70
LeBaron	106	112	48
Cordoba	142	142	57
Chrysler	68	93	54
Chrysler	111	119	53
Omni	97	72	193
Aspen	67	96	44
Diplomat	122	145	60
Mirada	150	154	62½
St. Regis	69½	50	56
Dodge	97	92	66
CHRYSLER CORP.	93	91	62
Pinto	43	85	66
Mustang	89	74	86½
Fairmont	117	94	86
Granada	100	70	99½
Thunderbird	83	81	87
Ford	111	52	117
Ford	94	81	90
Bobcat	54½	91	73
Capri	84	93	86½
Zephyr	95	109	109½
Cougar/Monarch	156	85	110
Cougar XR-7	87	77	76
Mercury	75	58	67
Mercury	94½	83	84
Versailles	—	76	70
Lincoln	91	51	122
Mark VI	91	60	118
Lincoln	91	56	113½
FORD MOTOR CO.	73	81	90
Skylark	57	44	6
Century	59½	60	57
Regal	57	57	41
LeSabre	50	62½	88
Electra	55	62	87
Riviera	48	47	41
Buick	55	55	46
Seville	78½	88	76½
Cadillac	46	46	65
Eldorado	49	46	71
Cadillac	52	52	65
Chevette	67	74	55
Monza	47	50	58
Citation	61½	47	21
Camaro	71	61½	85
Malibu	79½	77	86½
Monte Carlo	71	68	83
Chevrolet	76	84	116
Corvette	57	61	46
Chevrolet	67½	66	72
Omega	52½	42	18
Cutlass	44	61	65
Supreme	48	47	45
Olds 88	46	43	47
Olds 98	50	54	70½
Toronado	43	48	55
Oldsmobile	47	50	49
Sunbird	57	49½	51
Phoenix	69½	52	19
Firebird	68	69	95
LeMans	77	96½	88
Grand Prix	67	80	81
Pontiac	60	61½	80
Pontiac	6[illegible]	64½	73
GENERAL MTR[illegible]	6[illegible]	60	63
VOLKSWAGEN	4[illegible]	45	52
TOTAL	[illegible]	69	70

Piston-scuffing case settled with FTC

No secret warranties, Ford agrees

Continued from Page 2

and in national editions of Time, Newsweek, U. S. News and World Report, Sports Illustrated, People and Reader's Digest. This advertising copy is to be pre-tested to assure its effectiveness.

In addition, dealers must display posters explaining Ford's adjustment programs and the availability of service bulletins, and future owner's manuals will also have similar announcements.

• The novel feature of making technical service bulletins available — written in simple language—applies to all engine and transmission problems in which repairs normally cost $125 or more.

The Ford agreement covers the next eight years. FTC staff attorneys clearly hope owners will like it and other companies will adopt similar programs to keep competitive.

Throughout the lengthy litigation, Ford contended it was being treated unfairly and that a fairer way to proceed would be to have FTC make an industry-wide rule applying equally to all companies fixing out-of-warranty problems free or partly subsidized.

No ban on "secret" warranties emerged—just a requirement of public notice via advertising or dealer posters or owners' manuals when the company offers such fixes.

The immediate program affects owners whose cars are under three years old or those having fewer than 36,000 miles. Ford has already informed many owners and made many adjustments.

FTC Commissioner Robert Pitofsky, who originally withheld his vote, has agreed to the settlement. Pitofsky pointed out that consumers will in the future have much more data available for the asking—on future repair probelms.

But he remained skeptical that consumers will seek out the information and suggested that in the future direct notification "will probably be essential" if auto firms are to "discharge their responsibility to make known the existence of serious defects in the products they sell."

Meanwhile, he added, the Ford settlement "might be of some value" and the FTC "should learn something about automobile defect problems in implementing and studying this order."

Chrysler and DDA get defense contracts

WASHINGTON. — Chrysler Defense has been awarded an $11,705,400 firm fixed-price contract for 35 M60A3 tanks with tank thermal sights. Work will be done in Warren, Mich.; Eynon, Pa., and East Chicago, Ind.

Detroit Allison Division of General Motors also has been awarded a $8,925,374 fixed price redetermination contract for 189 XTG-411-2A transmissions for M109/M110 self-propelled howitzer and M578 light recovery vehicle and 36 XTG-411-2A center sections.

Piston-scuffing case settled with FTC

No secret warranties, Ford agrees

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Ford Motor Co., in an agreement with the Federal Trade Commission, said in the future it will tell consumers of any post-warranty free repair programs and will inform them about major engine and transmission repair programs.

This is in final settlement of charges brought in January, 1978, against the company for its "secret" warranty practices. The charges started with alleged piston scuffing in some 2.7 million cars (1974-77 cars with 2.3-liter engines and 1975-77 cars with 200-CID and 250-CID engines).

They were later expanded to include charges of premature camshaft rocker arm wear in potentially 1.8 million vehicles (1974-77 cars and those '78 models made before January, 1978, with 2.3-liter engines), and possible engine block cracking in some 400- and 351-CID engines in '74 models.

For several years before the charges were filed, the Center for Auto Safety had repeatedly asked the FTC to act again "unfair" and "secret" auto warranties.

This was the first major "secret" warranty case brought by the FTC Cleveland office which also settled with Chrysler over rust on 200,000 Aspens and Volares and is now getting ready for trial against General Motors over 200-type transmissions.

Although the Center for Auto Safety and several state attorneys general do not think the agreement goes far enough because it does not require direct-mail notification to owners of the allegedly defective cars, the settlement is nonetheless one of considerable proportions in setting a precedent for the future.

• Although innovative and important because the program is national, the agreement does not provide the level of protection offered, for example, to car buyers in Massachusetts.

That state's law requires "prompt written notice of any defect" to both dealers and owners of the affected vehicles. This applies regardless of when the defect is discovered, and all consumers' rights under the implied warranties of merchantbiilty and fitness for its intended use are retained.

Maine also retains consumers' rights under common law. It earlier had asked the FTC to force Ford to fix the vehicles regardless of the 3-year/36,000-mile limit set by Ford.

The Center for Auto Safety had also asked FTC to require Ford to provide technical service bulletins whenever failure rates exceed 5 percent of production, to extend limits beyond 3/36, to require direct notice to all owners, to monitor use of the toll-free telephone number and to see that requests for information and for parts be handled expeditiously.

Ford will have to establish a toll-free number to tell owners the company guarantees to repair free of charge problems that arise after the warranty has expired. Upon request, Ford agreed to mail copies of any of its adjustment programs free. It will also make technical service bulletins available through dealers for a charge.

Letters explaining the programs and the data availability will be sent to owners of 1979-80-model Ford and Lincoln-Mercury cars.

Ford must also explain its new programs in the Ford Times (which goes to Ford owners)

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Sharing a gold record

GM President Elliott M. Estes, left, and F. James MacDonald, right, executive vice president and president-elect, receive a gold record from Beverly A. Curtis, representing assembly workers at Buick's Flint Factory 40. The record symbolized the plant's having the fastest and most efficient new-model startup in Buick history, and the best of any GM car division for 1981 models.

GM offers dealers aid on floor-plan interest

With interest rates rising, General Motors has initiated a new floor-plan assistance program for its dealers.

The plan provides up to 104 extra days of protection with an interest cap of 10.75 percent. The prime rate currently is about 14 percent.

The program isn't free. A charge will be added to all cars invoiced beginning Nov. 10. The fee varies with car line and ranges from $24 on Chevrolet Monza and Pontiac Sunbird and $25 on Chevette to $89 on the Cadillac Seville.

On all car lines except Buick and Oldsmobile C-bodies, Cadillac and Corvette, it is between $24 and $40.

The program is obviously designed to increase dealer purchases of vehicles in anticipation of a sales upturn.

The plan will continue for all eligible vehicles produced as 1980 or 1981 models. Presumably '80s were included because the '80 Sunbird and Monza will continue in production until the end of the calendar year.

There are two options—A and B. Option B is for dealers who don't wish to participate. They will receive credit to their open account for the charge per vehicle invoiced from the 21st of the previous month to the 20th of the current month and will not receive the "protected" wholesale financing rate.

Dealers with a small inventory and a quick turnover may choose this option because they might not find Option A advantageous.

Option A probably will be chosen by most dealers. The program was explained to dealers last week in letters from divisional general sales managers.

• Option A gives dealers 120 or 124 days of floor-plan protection —the 104 days plus the interest-free billing period of 16 or 20 days. It's 16 days for dealers who choose to receive their holdback funds quarterly, 20 days for those who elect to receive those funds annually.

Under OptionA, dealers will be "protected" for interest charges when the prevailing prime interest rate exceeds 10 percent.

"Therefore," the letters said,

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Jefferson stays, Chrysler says

DETROIT. — Chrysler Corp. last week emphatically denied that there were any plans to close the Detroit Jefferson assembly plant, which builds the K-cars.

The report, quoting a UAW source, appeared in Automotive News Oct. 13. The article mentioned possible closing of all Chrysler plants in the Detroit area. Chrysler was queried before publication but said it would not comment on any speculation.

Chrysler said last week that Jefferson "will continue as a key plant in the corporation's future plans." The plant, "which has been modernized at a cost of $100 million, is essential to the corporation's conversion to front-wheel drive and will remain so," Chrysler said.

Henry Ford II weds Kathleen DuRoss

CARSON CITY, Nev.—Henry Ford II and Kathleen DuRoss, his longtime companion, were married here last week.

It was the third marriage for Ford, 63, who has been divorced twice, and the second marriage for Mrs. DuRoss, 40, a widow. Ford retired last March as chairman of Ford Motor Co.

Chrysler hikes prices, reveals its game plan

By Edward Lapham
Financial Editor

Chrysler Corp. last week unfolded its '81 pricing game plan with an average retail increase of $295 or 3.9 percent.

The price hike, which did not include a Volare/Aspen to K-car comparison, was lower than the tentative $23 or 6.8 percent hike announced to dealers earlier. It also was less than the two-stage increases of Ford and General Motors, which earlier hiked their '81 prices a total of $479 and $414, respectively.

The lower retail price increases were accomplished by further eroding dealer discounts on a number of models and eliminating K-car and Volare/Aspen comparisons from the figuring.

At a press conference called to announce the '81 prices, Gar Laux, Chrysler executive vice president for sales and marketing, said the pricing structure was designed to eliminate "any confusion when the customer goes into the dealership."

He said, "The customer can quickly see and understand the differences between each of the segments by size, by fuel economy and by price."

As expected, Chrysler kept its Champ/Colt models under $5,000 at $4,988, the Omni/Horizon "Miser" models at $5,299 and the low-line-car models, Reliant/Aries coupes, at $5,880.

Chrysler, by means of comparison charts at the almost unprecedented pricing press conference, tried to establish immediately that it had raised prices less than either GM or Ford and had price leaders in key small-car segments.

Another part of the Chrysler '81 pricing game plan was to openly confront and try to debunk talk about price resistance, which many analysts have said could slow the expected auto sales comeback.

Laux said that in 1950 the average family had to work about 8.5 months to buy a car compared with six months in 1960 and three months in 1980, when there are more two-income families.

Product improvements including better fuel economy, corrosion protection, quality and reliability make for more product value, he said.

• Laux and Finance Executive Vice President Gerald Greenwald, who also sat on the dais at the press conference, were reluctant to discuss dealer discount rates on cars or options, but did admit that retail price increases would have been higher had the discount rates not been changed.

Automotive News learned that the least expensive North American-built cars, the Omni/Horizon Miser models, have a 12 percent dealer discount. All other Omni/Horizon and Plymouth TC3 and Dodge O24 models have a 15 percent dealer dis-

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First 10-day gain since mid-February

Oct. 1-10 car sales up 14 pct.

By Jenny L. King
Staff Writer

For the first reporting period since mid-February, domestic auto makers compiled a sales total greater than the comparable year-ago figure. All five major makers were up Oct. 1-10, their sales reaching 225,202, which was 13.94 percent above 197,641 last year.

Last February sales were a slight 1.02 percent ahead of a year earlier. The only other increase thus far is 1980 was the 11.73-percent gain reported the final period in January.

The record for Oct. 1-10 is 298,105, posted in 1968.

Ford Motor Co. and Chrysler Corp., whose year-to-date new-car sales through September were down 34.68 percent and 38.15 percent respectively, boasted sales records for their new front-wheel-drive models during early October.

Ford said Ford Division's introduction-day sales were highest for any new car in its history. Chrysler Corp. sold more new K-cars Oct. 2 (introduction day) than any new model in the company's history.

DOMESTIC SALES

	Oct. 1-10, 1980	Oct. 1-10, 1979
AMERICAN MOTORS	6,000†	4,500†
Chrysler	4,613	7,295
Plymouth	12,189	6,985
Dodge	11,058	8,737
CHRYSLER CORP.	27,860	23,017
Ford	44,034	39,113
Mercury	13,820	13,071
Lincoln	3,175	3,988
FORD MOTOR	61,029	56,172
Buick	27,380	17,915
Cadillac	7,364	7,840
Chevrolet	43,397	46,420
Oldsmobile	31,312	22,225
Pontiac	18,120	16,999
GENERAL MOTORS	127,573	111,399
VOLKSWAGEN	2,740	2,553
INDUSTRY TOTAL	225,202	197,641

†—Estimate.

Sales of Ford's new Escort totaled 8,776 for Oct. 1-10; its counterpart at Mercury, the Lynx, retailed 2,244. K-car sales of 10,217 included 5,610 Plymouth Reliants and 4,607 Dodge Aries.

Although its '81 models weren't as spectacular as the competition's, General Motors posted a 14.52-percent sales increase for early October, to 127,573 from 111,399 last year. Ford sales rose 8.65 percent, to 61,029 from 56,172. Chrysler reported sales of 27,860 new cars, up 21.04 percent from 23,017.

Volkswagen of America Rabbit sales were 2,740, up 7.32 percent over 2,553 last year, and estimated sales of American Motors passenger cars was 6,000 units, up 33.33 percent from 4,590 a year ago.

GM's share of the market

Continued on Page 51, Col. 1

Boost averages $295, or 3.9 percent

Chrysler hikes prices, reveals its game plan

Continued from Page 2

count compared with a 13 percent discount on '80 models.

The K-cars, with the exception of the low-line coupes which have a 12 percent discount, carry a higher discount than the predecessor Volare/Aspen models. For '81 the K-cars have a 15 percent discount rate compared with a 14.5 percent discount on the '80 models.

The discount on the low-line LeBaron Special Sedan and Diplomat Sport Coupe was reduced to 13 percent from 15 percent.

On all other LeBaron/Diplomat models the discount was reduced to 18 percent from 18.5 percent.

On the full-size models, the discount was dropped from 21.5 percent to 18 percent. Dealer discount on the new Imperial was set at 19 percent.

The dealer discount on all optional equipment was set at 18 percent which allowed Greenwald to claim that, on average, retail option prices were not increased from the final '80 prices.

The retail price changes ranged from a $308 (2.8 percent) decrease on the Chrysler New Yorker four-door sedan, to $10,643 from $10,951, all the way up to a $690 (9.8 percent) increase on the Dodge Mirada coupe, which was boosted to $7,700 from $7,010.

Chrysler maintained its identical division-to-division pricing on the Mitsubishi-built Colt/Champ models as well as the Omni/Horizon, O24/TC3 and Aries/Reliant models.

Destination charges were raised an average of $10 per car.

The K-car prices ranged from the $5,880 low-line price up to $7,254 for the Aries SE and Reliant SE station wagons.

As expected, the new Imperial was the most expensive car on the list, with a sticker of $18,311.

Although Laux told reporters Chrysler was ending confusion by comparing "apples with apples," the model-to-model comparisons made with competing makes were perhaps not the most objective.

For example, Chrysler's new pricing strategy puts the Colt/Champ models in the same segment as the Escort three-door. Some observers noted a mileage and price comparison with the Fiesta might have been more suitable. Chrysler also compared its four-door Omni/Horizon Miser models with the Escort four-door wagon, which gave the Chrysler cars a price and mileage advantage.

Greenwald said Chrysler would raise prices again during the model year. This tactic has become a regular procedure for all auto makers in recent years. He said Chrysler did not expect to hike prices as quickly as GM and Ford, which raised stickers a few days after '81 introduction.

Chrysler said the average price of its average-equipped car for '81 is about $8,600 compared with $9,450 for GM.

The Chrysler officials made it clear they intend to advertise and promote their models as, segment - by - segment, less expensive but more fuel efficient than the competition.

Greenwald acknowledged that Chrysler had originally intended to raise prices more, but had changed its mind, although he said the federal loan guarantee board, which is charged with oversight of the auto maker's operations, had "virtually no" say in the pricing decisions.

In fact, Chrysler's pricing strategy seems to be in line with what GM and Ford did earlier and fell under "the GM umbrella" which industry officials claim is the biggest factor in establishing retail prices.

Like GM and Ford, Chrysler improved its warranty slightly for '81, the normal 12-month/12,000 mile warranty is being supplemented with a 24-month/24,000 mile powertrain limited warranty which has a $100 deductible during the second 12,000 miles or 12 months of the warranty.

Oct. 1-10 sales up 14 percent to 225,202 units

Continued from Page 2

dipped below the 60-percent mark for the first time since early July; it was 56.65 percent, compared with 56.36 percent a year ago. Ford Motor Co. earned 27.10 percent, down from 28.42 percent. Chrysler sales accounted for 12.37 percent, up from 11.65 percent. AMC's estimated share was 2.66 percent, up from 2.28 percent, and VWoA earned 1.22 percent, down slightly from 1.29 percent.

Plymouth walked away with honors as the make with the greatest sales increase for Oct. 1-10. Its sales were up 74.50 percent over last year on the strength of its new front-wheel-drive compact, Reliant, and increased Horizon sales. Buick sales jumped 52.83 percent. Oldsmobile was up 40.89 percent and Dodge was up 26.57 percent. More modest gains were reported by Ford, up 12.58 percent, Pontiac, up 6.59 percent, and Mercury, up 5.73 percent.

Chrysler sales declined 36.76 percent. Lincoln was down 20.39 percent, Chevrolet dropped 6.51 percent and Cadillac was down 6.07 percent.

Chevrolet Chevette was top-selling nameplate in early October, at 10,340, followed by Oldsmobile Cutlass Supreme at 9,884, Ford Fairmont at 9,303, Ford Escort at 8,776 and Oldsmobile Cutlass, 8,544.

A year ago, the top five were: Cutlass Supreme, Fairmont, Chevrolet Citation, Chevette and Ford Mustang.

With nine selling days in the period, the daily selling rate was 25,022, up 13.94 percent from the 21,960 average for nine days a year ago.

Year-to-date sales totaled 5,138,937, down 22.58 percent from 6,637,818 in 1979.

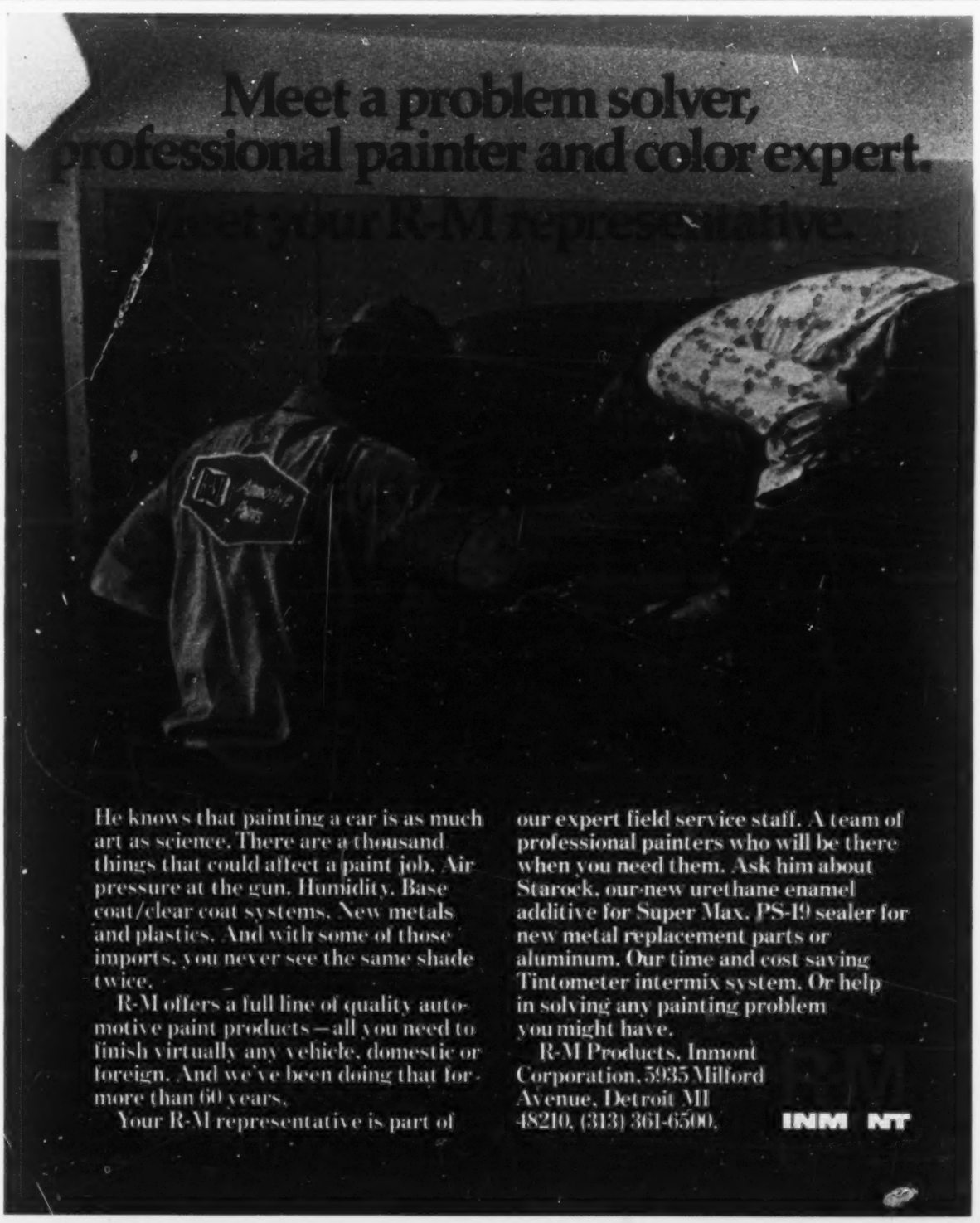
Electricar signs Fiat as supplier

ATHOL, Mass.—U. S. Electricar Corp. based here has signed a 10-year agreement with Fiat Motors of North America to purchase Fiat autos for the Lectric Leopard.

Fiat becomes U. S. Electricar's key supplier of basic vehicles for the four - passenger electric car. Contract value was not disclosed.

The Lectric Leopard is said to have a top speed in excess of 50 MPH and a range of more than 70 miles between overnight charges.

Fiat has made its first shipment, U. S. Electricar said.



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INMONT

factories list auction dates

American Motors

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22 — Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

Oct. 23—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Oct. 24 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 1200 St. Charles Rock Rd., Bridgeton, Mo.

Oct. 28 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 29—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis; Dallas Auto Auction, 4226 E. Main, Dallas.

Oct. 30 — Todd Auto Auction, Rte. 309, Telford, Pa.

Used car sales
Auction averages

October to date	$3,687
Month ago	$3,458
Year ago	$3,330

Chrysler Corp.

Oct. 21—Hatfield Recon Center, Rte. 309, Hatfield, Pa.

Oct. 22—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., S., Kent, Wash.

Oct. 29—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 30—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Oct. 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Ford Motor Co.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, Interstate No. 4 at Highway No. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Oct. 29—Columbus Fair Auto Auction, 4700 Groveport Road, Obetz, O.; Golden State Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Oct. 30—Big H Auto Auction, 701 N. Shepherd Drive, Houston.

Model breakdown
Auction averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1980	$6,525	$6,350	$6,516
1979	4,959	4,787	5,022
1978	3,829	3,841	3,806
1977	3,086	3,240	3,258
1976	2,244	2,362	2,445
1975	1,759	1,741	1,808
1974	1,352	1,350	1,310
1973	1,115	1,167	963
Overall Average	$3,687	$3,545	$3,649

Roseblade promoted by Quaker State

OIL CITY, Pa. — William T. Roseblade III has been promoted to manager of sales coordination and training for Quaker State Oil Refining Corp.

Roseblade became associated with Quaker State in 1975 as a representative for the San Jose (Calif.) branch of the firm's Pacific Coast region's Northern California Division. He was named assistant manager of sales coordination and training in 1979 and transferred to Quaker State's home offices here.

used-car auction directory

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5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33800
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7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
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9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
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10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
Sale Tuesday. Phone 305/656-6200
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706
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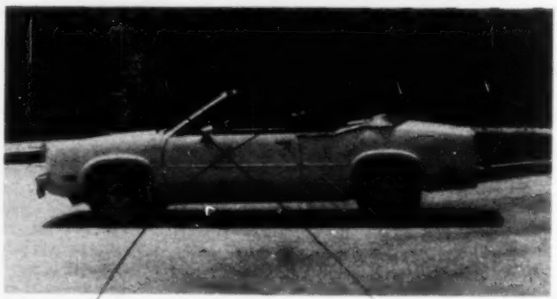

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Shop business is 93.2 percent of year-ago total

Service Index declines in August

By Francis J. Gawronski
Service Editor

When the AUTOMOTIVE NEWS Service Index scored its third and biggest increase of the year in July — after two consecutive months of declines—dealers and others in the service industry expressed hopes that it was the beginning of the long-awaited rise in dealer shop business.

Both the rally and hopes, however, were short lived as dealers' service and parts business declined for the fifth time this year in August to 93.2 percent of the volume for the same month a year ago.

Almost everyone contacted blamed the downturn in the nation's economy for the dismal showing in shop business not only in August but also in the last 10 months.

A "roller coaster" shop volume—with fewer ups and more downs — is being predicted for the months ahead by many dealers.

The number of repair orders written during August supports the dealers' contention about the economy being the culprit for the decline in shop volume. ROs were down 12.6 percent from a year ago to register the biggest decline among the five categories used in the Service Index.

Total labor sales (both customer-paid and warranty) were down 7.9 percent, while shop parts sales (those used in customer-paid and warranty repairs) were off 5.7 percent from the year-ago figure.

Gross profit on all labor, parts and P&A sales—the most important indicator from the dealers' viewpoint — was down 5 percent in August, while sales of all parts and accessories declined 4 percent.

Figures used in the Service Index are averages compiled from a cross-section of the nation's new-car dealerships.

For the first eight months of the year, dealers' shop business amounted to 96.2 percent of the volume for the corresponding period a year ago.

All indicators except gross profits showed declines from a year ago. Gross profit just manager to keep above water with an increase of 0.4 percent over grosses for the same month a year ago.

ROs were down 11.1 percent, while sales of parts and accessories dipped 2.5 percent. Shop parts sales declined 1.6 percent, followed by labor sales, which were off 0.3 percent.

SERVICE INDEX
93.2*

	Aug., '80 vs. Aug., '79	8 mos., '80 vs. 8 mos., '79
Gross Profit on All Labor and P&A Sales	— 5.0%	+ 0.4%
Repair Orders Written	—12.6%	—11.1%
Total Labor Sales (Customer & Warranty)	— 7.9%	— 0.3%
Shop Parts Sales (Customer & Warranty)	— 5.7%	— 1.6%
Sales of All P&A	— 4.0%	— 2.5%

*—Survey by Automotive News shows that dealers' service and parts business in Aug., 1980, was 93.2 percent of business in Aug., 1979. Service business in the eight months of 1980 was 96.2 percent of business in the corresponding period in 1979.

GM offers aid to dealers in meeting floor-plan costs

Continued from Page 2

"based upon the prevailing prime interest rate formula used for the wholesale financing interest credit, GM will reimburse participating dealers for floor-plan expenses equal to the amount that the prevailing wholesale financing interest rate exceeds 10.75 percent."

The reimbursement will be made to the dealer's open account.

The 120 or 124-day interest protection at a prime rate equivalent of 10 percent will continue to be available on all 1981 models invoiced. However, the invoice charge per vehicle will be reviewed every 90 days.

GM said the charge will be changed only if there is a "substantial change" in the prime rate, up or down from current levels. Also, GM said, the 10.75 percent cap could be lowered if interest rates decline substantially.

The added protection of 104 days cannot exceed the vehicle's financing term, that is, if the vehicle is sold or the wholesale financing is paid off early.

Eligible vehicles are '81 models invoiced on and after Nov. 10 except medium and heavy-duty trucks eligible for the current 120-day interest-free period and salaried employe purchases. As noted, the 1980 Monza and Sunbird also are eligible, as are Series 10/11 LUV trucks.

The charges to dealers on Chevrolet trucks range from $36 to $70.

The dealer's original election of Option A or Option B will remain effective for all 1980-1981 models invoiced on and after Nov. 10 and cannot be changed.

GM said the program was developed with the "recommendations and help of a dealer group including the chairman of the national dealer council of each division, other dealers selected by each division and dealer representatives of NADA."

The program has the "enthusiastic endorsement" of these dealers, GM said.

Ford Motor Co. also has a floor-plan program in effect (AUTOMOTIVE NEWS, Oct. 6 and 13.)

Frosch appointed

NEW YORK.—Dr. Robert A. Frosch, NASA administrator, has been appointed president of the American Assn. of Engineering Societies, a federation of 39 professional engineering organizations representing nearly one million engineers.

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Milestone is 14 weeks behind 1979 pace

Year's car output reaches 5 million

U. S. auto production hit the 5-million mark last week, 14 weeks behind the 1979 pace.

So far this year, auto makers have produced 5,077,673 cars, down 27.93 percent from the 7,045,128 cars built by this time last year.

Planned production for last week was 149,339 units, down 18.47 percent from the 183,173 built in the same week in 1979, but up 8.49 percent from the 140,158 for the previous week.

Chrysler Corp. scheduled 21,450 units last week, up 6 percent from the comparable week in 1979 when 20,163 cars were assembled. Chrysler production for last week was also up 14.98 percent from the 18,655 units built in the previous week.

General Motors planned to build 85,684 cars last week, down 20 percent from the 107,108 cars built in the same week last year, but still up 0.92 percent from the previous week's production of 84,890.

Ford Motor Co. was scheduled to assemble 34,085 cars last week, off 26.71 percent from the 46,509 built in the same week in 1979, but up 14.98 percent fro mthe 29,642 for the previous week.

GM will add a second shift to its Leeds plant today (Oct. 20). The move will add 2,000 hourly workers to the facility which builds the Monte Carlo and Malibu.

Ford was scheduled to reopen its San Jose (Mustang/Capri) plant today. The plant has been down since Oct. 6.

Ford will suspend passenger car operations at its Lorain, (O.) facility beginning today for one week to balance inventories. The move temporarily idles 3,700 hourly workers.

Saturday overtime was scheduled at four plants: GM Detroit Cadillac and Tarrytown, and Chrysler Jefferson and Newark. Also, Chrysler's Newark plant has scheduled nine-hour shifts Monday through Friday this week.

The production breakdown for the year through Oct. 18, was: GM, 64.67 percent; Ford, 19.78 percent; Chrysler, 9.72 percent; Volkswagen of America, 3.05 percent; American Motors, 2.73 percent, and Checker, 0.05 percent.

breaking news

Continued from Page 1

UAW wants voice in plant closings

WASHINGTON.—UAW officials will meet with the three Cabinet officials who deal with the Chrysler Loan Guarantee Board here today (Oct. 20) to discuss a union voice in Chrysler plant closing decisions. Marc Stepp, UAW vice president, and other UAW regional directors have complained they have no say in plant closings discussions between the company and the government. Stepp has said he suspects the Loan Guarantee Board of putting pressure on Chrysler to reduce the size of its operations.

Two trailer loads of Chevys recovered

HAWTHORNE, N. Y.—A police department sting operation here recovered some $1.25 million in loot. It included 84 cars purchased from thieves by policemen posing as fences. Among the cars were one Mercedes, five Lincoln Continentals and two tractor-trailer loads of brand new Chevrolets.

Light-truck standards formulated

WASHINGTON. — New light-truck emission standards, delayed from 1983 to 1984, will require that such vehicles emit no more than 0.8 grams per mile HC, 10 gpm CO and 2.3 gpm NOx. A CO idle standard of 0.47 percent is also adopted. The "useful life" definition of the vehicles is changed from 5 years or 50,000 miles to the "average lifetime or time to the first engine rebuild." New durability testing requirements are indefinitely postponed.

Ford Laser won't come to U. S.

WASHINGTON.—Inclusion of the Ford Laser in the '81 EPA mileage ratings raised a few eyebrows in Detroit, but Ford officials describe the listing as "a freak." Seems the Laser, an Australian-built version of the front-drive Mazda GLC, is Ford's "world car" for the Asia-Pacific region, and Puerto Rico is part of the same region at Ford. Cars sold in Puerto Rico, however, are considered "American" and therefore must be certified by the EPA; thus, Laser found its way onto the list. Ford was quick to note the Laser will not be sold in the U. S.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
CHEVROLET	11,508	17,662	10,832	28,690	824,692	355,667
DODGE/PLYMOUTH	.....	5,037	2,952	4,864	267,193	105,740
FORD	17,054	19,607	17,123	44,422	893,609	450,914
GMC	3,989	5,714	3,888	10,224	286,137	128,023
INTERNATIONAL	1,985	2,849	1,943	5,106	110,746	53,200
MACK	413	795	395	1,052	30,184	18,892
JEEP	1,740*	2,500	1,740*	4,620*	123,490	62,455*
AMC CORP.	85*	450	85*	284*	20,055	6,034*
VOLKSWAGEN	650	.....	475	1,361	.....	21,896
MISCELLANEOUS	550*	800	550	1,430	33,650	30,775
Total Trucks, U. S.	37,974	55,414	39,983	102,053	2,589,756	1,233,596

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
CHRYSLER CORP.	1,280	1,601	1,632	4,114	48,383	40,871
FORD MOTOR	3,672	4,448	4,526	11,287	189,483	148,072
GENERAL MOTORS	5,520	6,031	5,719	15,158	236,415	194,938
AMERICAN MOTORS	.....	.....	.....	.....	44,506	11,644
INTERNATIONAL	236	479	299	716	16,634	13,651
MACK	32	96	32*	82	3,071	1,738
Total Trucks, Canada	10,740	12,655	12,208	31,357	538,492	410,913
N. American Trucks	48,714	68,069	52,191	133,410	3,128,248	1,644,509

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Strike, downtime reduce week's truck production

With a loss of production at General Motors because of a strike and downtime at the Chrysler truck plant, U. S. truck output last week was off from the previous week.

Planned U. S. truck production last week of 37,974 was down 5.02 percent from the previous week's 39,983 units, and down 31.47 percent from the 55,414 units produced in the equivalent week in 1979.

Chrysler's Warren plant remains down this week for inventory adjustment. The point was also closed last week and is scheduled to reopen Oct. 27. The move temporarily idles 3,800.

General Motors lost three days of production last Tuesday, Wednesday and Thursday at its Baltimore plant because of a strike at its Parma (O.) parts plant. Baltimore workers were scheduled to return to work last Friday (Oct. 17).

Ford will halt output at its Lorain, (O.) truck plant, (Econoline/Club Wagon) and the adjoining Ohio Truck plant in Avon Lake for one week to balance inventories. The move temporarily idles 3,300 hourly workers.

No overtime was scheduled throughout the industry last week.

Year-to-date through Oct. 18, the truck makers assembled 1,233,590 units, a drop of 52.36 percent from last year's 2,589,756.

Canada's output of autos climbs 7.27 pct. for week

Planned production for Canadian auto makers was up slightly from the previous week, while scheduled truck production remained down.

Scheduled auto production was 17,185 last week, up 7.27 percent from the 16,020 units, assembled in the previous week. The figure was still down 7.86 percent from the 18,652 cars built in the comparable week in 1979.

The increase in planned auto production was due to the 5,156 autos scheduled to be built by Ford Motor Company, an increase of 54.98 percent over the 2,321 units completed in the previous week, but down slightly—0.97 percent—from the 5,207 assembled in the equivalent week in 1979.

Canadian truck production scheduled for last week was 10,740, down 12.02 percent from the 12,208 of the previous week, and down 15.13 percent from the 12,655 assembled in the comparable week last year.

U. S. CAR PRODUCTION

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
AMERICAN MOTORS	3,480*	4,750*	3,500*	9,080*	143,033	138,848*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	21,450	20,163	18,655	145,279	756,293	493,393
Plymouth Total	10,150	8,181	8,997	24,418	305,568	226,738
Horizon	3,550	3,717	3,752	9,478	138,649	129,750
Volare	.....	3,830	.....	.....	156,736	51,740
'80 Gran Fury	100	393	109	245	2,612	13,581
Caravelle	100	241	116	280	7,571	5,181
Reliant	6,400	.....	5,020	14,415	.....	26,486
Chrysler Total	2,500	3,348	2,550	6,130	157,152	64,143
Chrysler	1,200	804	1,243	2,740	70,873	14,446
LeBaron	1,300	2,544	1,307	3,389	86,279	49,688
Dodge Total	8,800	8,634	7,108	20,076	293,573	202,512
Omni	2,550	3,174	2,368	6,414	121,358	108,784
St. Regis	300	399	288	670	23,199	11,449
Diplomat	750	1,472	697	1,903	41,444	24,485
Aspen	.....	3,589	.....	.....	107,372	36,899
Aries	5,200	.....	3,755	9,169	.....	20,895
FORD MOTOR	34,085	46,509	29,642	77,919	1,756,925	1,004,467
Ford Division	23,875	30,793	20,163	53,519	1,172,051	721,170
Pinto	.....	3,237	.....	.....	153,402	68,179
Mustang II/Mustang	4,398	6,993	4,588	9,816	317,395	192,437
Fairmont	2,994	6,744	.....	3,167	176,336	173,841
Granada	4,825	3,055	4,488	11,691	122,983	79,858
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	3,321	5,628	3,142	6,463	230,271	97,136
Ford	2,436	5,136	2,436	6,130	148,918	73,587
Escort	5,901	.....	5,509	13,685	.....	36,132
L-M Division	10,210	15,716	9,479	24,401	584,874	283,297
Mercury Total	8,547	11,949	7,535	19,791	455,945	245,807
Bobcat	.....	799	.....	.....	40,151	12,445
Capri	1,058	2,707	916	3,054	94,074	56,070
Zephyr	851	1,568	.....	1,431	51,905	56,765
Monarch	.....	1,532	.....	.....	53,620	16,409
Cougar/XR7	3,147	2,781	3,038	7,249	125,592	49,279
Mercury	1,290	2,562	1,312	3,389	90,603	42,381
Lynx	2,201	.....	2,269	5,583	.....	12,458
Lincoln Total	1,663	3,767	1,944	4,610	128,929	37,490
Lincoln	605	1,652	707	1,677	63,744	15,188
Versailles	.....	213	.....	.....	10,471	1,861
Mark VI	1,058	1,902	1,237	2,933	54,714	31,441
GENERAL MOTORS	85,684	107,108	84,890	219,875	4,248,128	3,283,826
Buick Division	14,907	17,419	14,884	38,970	627,725	624,858
Skyhawk	.....	729	.....	.....	19,779	.....
Skylark/'79-'80	4,085	3,371	4,023	10,489	87,973	176,906
Century	3,262	2,385	3,812	9,146	48,363	135,517
Regal	3,568	4,995	3,474	9,626	215,497	162,036
Buick	3,052	4,323	2,648	7,284	210,191	116,023
Riviera	940	1,616	927	2,425	45,922	34,376
Cadillac Division	4,594	7,244	4,726	11,843	284,227	157,299
Seville	615	1,483	734	1,850	36,947	27,150
Cadillac	2,724	4,597	2,776	6,767	191,441	88,011
Eldorado	1,255	1,164	1,216	3,226	55,839	42,138
Chevrolet Division	36,710	47,194	36,924	96,147	1,887,042	1,422,596
Chevette	9,000	8,753	9,073	23,608	344,118	*377,095
Monza	2,780	3,815	2,855	7,332	130,653	135,023
Camaro	2,230	4,701	2,130	5,680	221,938	98,477
Nova/Citation	9,970	8,089	10,178	26,132	240,799	375,228
Malibu	5,810	8,339	5,779	15,308	329,894	214,692
Monte Carlo	3,520	4,664	3,498	9,314	193,844	91,034
Chevrolet	2,400	7,853	2,414	6,246	386,151	95,381
Corvette	1,000	980	997	2,527	39,645	35,666
Oldsmobile Division	16,307	19,721	14,444	40,098	841,734	608,301
Starfire	.....	613	.....	.....	17,390	.....
Omega/'79-'80	1,977	1,481	1,940	5,305	41,169	92,519
Cutlass	8,060	11,245	6,705	19,378	437,817	303,529
Oldsmobile	5,430	5,060	4,967	13,266	302,142	182,681
Toronado	840	1,322	832	2,148	43,216	29,572
Pontiac Division	13,166	15,530	13,912	32,817	607,400	470,772
Acadian†	280	457	312	711	14,378	16,879
Sunbird	3,620	2,648	3,634	9,464	84,822	120,982
Phoenix/'79-'80	2,915	2,122	2,962	7,784	66,817	115,018
Firebird	2,058	3,773	1,979	2,206	165,062	64,692
LeMans	1,895	1,815	2,029	4,932	75,602	48,996
Grand Prix	1,880	2,221	2,065	5,702	77,041	57,792
Pontiac	518	2,494	931	2,018	123,678	46,413
VOLKSWAGEN	4,550	4,493	3,380	9,818	136,810	154,624
CHECKER	90*	150	91	231	3,939	2,515
Total Cars, U. S.	149,339	183,173	140,158	462,202	7,045,128	5,077,673

CANADIAN CAR PRODUCTION

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
CHRYSLER CORP.	1,920	.....	2,400	5,765	98,970	60,102
FORD MOTOR	5,156	5,207	2,321	11,719	239,588	204,123
GENERAL MOTORS	9,929	13,200	11,079	28,063	454,254	392,663
VOLVO	180	245	220	521	6,790	7,950
Total Cars, Canada	17,185	18,652	16,020	46,068	799,602	664,838
N. American Cars	166,521	201,825	156,178	508,270	7,844,730	5,742,511
N. American Trucks	48,714	68,069	52,191	133,410	3,128,248	1,644,509
North American Cars and Trucks	215,238	269,894	208,369	641,680	10,972,978	7,387,020

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.